

Emergency Notification Systems

Authorization

The activation of the emergency notification system will be authorized by the MCC president or, in his absence, the senior administrator on duty. Some situations pose an immediate threat to the campus. In those instances, the MCC campus security officer or an authorized college official can initiate the emergency notification procedure.

Activation

The Campus Emergency Notification Team, comprised of members from both the Office of Community Outreach and the Office of Information Technology, is charged with disseminating the messages.

Methods of Communication

1. RAVE Alert

MCC utilizes RAVE, an emergency notification system, www.muskegoncc.edu/rave to reach all students, faculty, and staff with time-sensitive information during unforeseen events or emergencies. RAVE is part of the College's overall emergency planning effort. The system uses text messaging to allow MCC officials to provide pertinent details and instruction on appropriate responses during critical incidents. In order to receive these important messages, MCC students, faculty and employees must provide contact information via an online form.

2. GRAIL System

Messages posted on Grand Rapids and West Michigan TV and radio outlets

3. MCC Website

Banner message streaming across the top of the home page

4. MyMCC Portal

Banner message streaming across the top of the home page

5. Campus Public Address Speaker System

Emergency broadcast over loudspeakers and CISCO IP phones in offices and classrooms throughout campus

6. Campus E-Mail

Message sent to all campus employees and students

7. MCC Facebook

Message posted on www.facebook.com/muskegoncc

8. MCC Main Phone

Message updated on main campus phone number

Situations requiring Emergency Notifications and/or Timely Warnings

Active Shooter	Criminal Homicide	Hazmat Spill	Power Outage
Aggravated Assault	Explosion	Health Threat	Robbery
Arson	Fire	Hostage Situation	Sex Offenses
Bomb Threat	Gun Shots Fired	Hostile Intruder	Structure Damage
Burglary	Hate Crime	Motor Vehicle Theft	Weather Related

Emergency Notifications

Triggered by a far broader range of potential threats — any significant emergency or dangerous situation involving an immediate threat to the health or safety of students or employees on the campus, but not the other Clery public property or non-campus areas.

This could overlap and include a Clery crime such as a shooting, but it also covers crimes not reportable under Clery as well as non-criminal incidents, such as an outbreak of a communicable illness, an impending weather emergency or a gas leak. Notifications are to be issued without delay upon confirmation of the emergency by responsible authorities pre-identified by the institution in their annual Clery Act reports. Emergencies, however, may be far more localized, therefore notifications may also be tailored exclusively to the segment of the campus at risk.

A chemical leak in a science lab may only threaten those on the floor of that particular building where the lab is located, so the notification may be shared with only that segment of the campus population. If the risk expands, such as if the chemicals escape into other parts of the building or outside the building, then the notification should also expand to include the new areas being threatened.

There are some circumstances — such as an active shooter situation with victims on campus — that would fall under both the emergency notification and timely warning requirements. In these cases, if an institution follows its established emergency notification procedures and issues a notification, campus officials need not also issue a timely warning for the same circumstances. They must, however, provide adequate follow-up information to the community.

Type of Emergency	Category*	Communication Channels <i>Left-to-Right in priority</i>	Proposed Actions
Active Shooter	EN	R, IP, ES, EM, P, W	Run, Hide or Fight
Aggravated Assault	TW	EM, P	Informational. Share tips.
Arson	TW	EM, P	Informational. Share tips.
Bomb Threat	EN	R, IP, ES, EM, P, W	Avoid. Evacuate.
Burglary	TW	EM, P	Informational. Share tips.
Criminal Homicide	TW	EM, P	Informational. Share tips.
Explosion	EN	R, IP, ES, EM, P, R	Avoid. Evacuate.
Fire	EN or TW	IP, ES, R, EM, P, W, or EM, P	Avoid. Evacuate/Informational
Gun Shots Fired	EN	IP, ES, R, P, W	Run, Hide or Fight
Hate Crime	TW	EM, P	Informational. Share tips.
Hazmat Spill	EN or TW	R, IP, ES, EM, P, W or EM, P	Avoid. Evacuate/Informational
Health Threat	TW	EM, P, W, FB	Informational. Share tips.
Hostage Situation	EN	IP, ES, R, EM, P, W	Avoid. Evacuate.
Hostile Intruder	EN or TW	IP, ES, R, EM, P W or EM, P	Run, Hide or Fight/Informational
Motor Vehicle Theft	TW	EM, P	Informational. Share tips.
Power Outage	EN or TW	R, W, FB or EM, P	Informational. Share tips.
Robbery	TW	EM, P	Informational. Share tips.
Sex Offenses	TW	EM, P	Informational. Share tips.
Structure Damage	TW	EM, P	Informational. Share tips.
Weather Related	EN	R, G, W, P, FB, EM,	Informational

*Category:

EN= Emergency Notification

TW = Timely Warning

**Communication Channels Used: (list in priority under each emergency)

EM=Email ES=Exterior Speakers FB=Facebook	G=GRAIL IP= IP Phones and Alerts P=Portal	R=Rave W=Website
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